

**WHAT IS CLAIMED IS:**

1. A method for recommending fabric care products, the method comprising the steps of:

under control of a first client system;

collecting personalized consumer data pertaining to a consumer's fabric care needs and habits;

sending the data to a server system;

under control of the server system;

receiving the data from the first client system;

based on the consumer's personalized data determining a recommendation for one or more fabric care products; and

sending the recommendation to the first client system, a second client system or both.

2. The method of Claim 1, further comprising the step of:

under control of the first client system;

receiving the recommendation for the one or more fabric care products.

3. The method of Claim 1, wherein the consumer data is collected by the steps of:

under control of the first client system;

displaying one or more queries; and

in response to one or more actions by the consumer, sending answers to the one or more queries to a server system.

4. The method of Claim 1, wherein the consumer data includes fabric care needs and habits of a consumer.

5. The method of Claim 1, further comprising the steps of:

under control of the server system;

calculating a recommended quantity for each of the one or more fabric care products recommended for purchase; and  
sending the recommended quantities with the purchase recommendation to the first client system, a second client system or both.

6. The method of Claim 5, further comprising the step of:  
under control of the first client system;  
receiving the recommended quantities for each of the fabric care products recommended for purchase.
7. The method of Claim 5, wherein the recommended quantity for each of the one or more fabric care products is selected from the group consisting of an individual dose, a predetermined multiple of individual doses, consumer selected multiples of individual doses and mixtures thereof.
8. The method of Claim 1, wherein the server system communicates with the first client system via the Internet.
9. The method of Claim 2, further comprising the step of:  
under control of the first client system  
with one or more actions by the consumer, one or more fabric care products are selected for purchase and a request is sent to the server system to purchase the selected fabric care products.
10. The method of Claim 6 further comprising the steps of:  
under control of the first client system  
selecting a purchase quantity for the fabric care products selected for purchase, wherein the purchase can be different from the recommended quantity; and  
sending a request to a server system to purchase the selected quantity of the selected fabric care products.

11. The method of Claim 1 wherein, the fabric care products are selected from the group consisting of laundry detergents, fabric conditioning compositions, wrinkle removal compositions, bleaches, bleach activators, dye fixatives, stain removers, anti-static compositions, dryer added sheet products and mixtures thereof.

12. The method of Claim 9, wherein the fabric care products selected for purchase are identified, packaged and delivered to the consumer.

13. The method of Claim 10, wherein the fabric care products selected for purchase are identified, packaged and delivered to the consumer.

14. The method of Claim 12, wherein the fabric care products selected for purchase are dispensed directly to the consumer or they are dispensed to a fabric laundering or fabric drying apparatus under control of the consumer.

15. The method of Claim 12, wherein a receipt identifying the fabric care products selected for purchase is issued to the consumer before the products are delivered to the consumer.

16. The method of Claim 13, wherein the fabric care products selected for purchase are dispensed directly to the consumer or they are dispensed to a fabric laundering or fabric drying apparatus under control of the consumer.

17. The method of Claim 13, wherein a receipt identifying the fabric care products selected for purchase is issued to the consumer before the products are delivered to the consumer.

18. The method of Claim 17, wherein the receipt comprises an electronic transmitter beacon, and wherein the location of the consumer can be determined

electronically with the assistance of the electronic transmitter beacon, once the consumer is located, the fabric care products can be delivered directly to the consumer.

19. The method of Claim 17, wherein the receipt comprises an electronic transmitter beacon, and wherein the location of the consumer can be determined electronically with the assistance of the electronic transmitter beacon, once the consumer is located, the fabric care products can be delivered directly to the consumer.

20. The method of Claim 1 wherein a plurality of fabric care products are recommended for purchase and each of the recommended fabric care products have at least one common characteristic, wherein the common characteristic is selected from the group consisting of perfume, product color, package color, and mixtures thereof.

21. The method of Claim 1 wherein the personalized consumer data pertaining to a consumer's fabric care needs and habits is selected from the group consisting of: the number, ages and gender of the people in the consumer's household; the frequency with which fabric care processes are conducted by the consumer or by members of the consumer's household; the type and color of fabrics that are cared for; and mixtures thereof.

22. The method of Claim 1, wherein the server system comprises a customized web site having a user interface, wherein the user interface includes consumer identification data unique to each consumer who accesses the web site, and wherein the consumer identification data is stored in a data repository and is used to create a unique consumer profile corresponding to the consumer identification data for each consumer.

23. A method for recommending fabric care products for purchase or use, the method comprising the steps of:

under control of an interactive user interface:

collecting personalized consumer data pertaining to a consumer's fabric care needs and habits;

comparing the personalized data to a data repository, wherein the data repository comprises fabric care data selected from the group consisting of fabric care products, dosage recommendations, usage instructions, and mixtures thereof; and

preparing a fabric care recommendation.

24. The method of Claim 23, wherein the interactive user interface comprises a computer assembly connected to the data repository, a display device and an input device.

25. The method of Claim 23 wherein the fabric care recommendation is displayed on the display device.

26. An apparatus for providing a fabric care recommendation comprising:  
a data repository comprising fabric care data selected from the group consisting of fabric care products, dosage recommendations, usage instructions, and mixtures thereof;  
an input device for receiving user input from a consumer; and  
a computer assembly connected to the data repository wherein the computer assembly comprises a CPU.

27. The apparatus according to Claim 26, further comprising a display for displaying the fabric care recommendation.

28. The apparatus according to Claim 26, further comprising a computer readable storage medium containing computer executable instructions for the computer assembly.

29. The apparatus according to Claim 26, wherein the input device comprises a keypad, a hand operated pointing device, or a keyboard.

30. The apparatus according to Claim 26, wherein the input device is associated with a user kiosk.

31. The apparatus according to Claim 26, wherein the computer assembly is connected to a dispensing device for dispensing fabric care products to a consumer or to one or more fabric treatment machines.

32. The apparatus according to Claim 26, wherein the fabric care recommendation comprises a list of fabric care products; and using the input device, a consumer selects for purchase fabric care products from the list; the fabric care products are then dispensed to the consumer.

33. The apparatus according to Claim 26, wherein the fabric care recommendation comprises a list of fabric care products; and using the input device, a consumer selects fabric care products from the list; the fabric care products are then dispensed to the fabric treatment machines.

34. The apparatus according to Claim 26, wherein the fabric care products in the data repository are selected from the group consisting of laundry detergents, fabric conditioning compositions, wrinkle removal compositions, bleaches, bleach activators, dye fixatives, stain removers, anti-static compositions, dryer added sheet products and mixtures thereof.

35. The apparatus according to Claim 31, wherein the dispensing device dispenses an electronic transmitter beacon to the consumer before the fabric care products are dispensed, and wherein the location of the consumer can be determined electronically with the assistance of the electronic transmitter beacon, once the consumer is located, the fabric care products can be delivered directly to the consumer.

36. The apparatus according to Claim 26, wherein the consumer inputs personalized data pertaining to the consumer's fabric care needs and habits, wherein the data is selected from the group consisting of: the number, ages and gender of the people in the consumer's household; the frequency with which fabric care processes are conducted by the consumer or by members of the consumer's household; the type and color of fabrics that are cared for; and mixtures thereof.

37. The apparatus according to Claim 26, wherein the fabric care recommendation comprises a list of one or more fabric care products and dosages for the fabric care products, and wherein the fabric care recommendation is prepared based on the personalized data supplied by the consumer.